

KC BizCare – Business Customer Service Center

DATE: April 26, 2013

TO: Richard Usher, Assistant City Manager for Small Business & Entrepreneurship

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – March 2013

March was a very active month and we had multiple opportunities to inform citizens about our services and to learn about the needs of business owners in our community. Following is a list of outreach efforts for the month:

March 1 "The Key to City Hall" article published in the *Thinking Bigger Business Media*

Magazine

March 6 Staff participation in the Maincor Coffee Klatch

March 7 KC BizCare presentation to the Reclaim Our Urban Timbers workshop

March 12 "Connecting the Dots" article published on KCSourcelink Blog

March 13 Metropolitan Community Colleges Procurement Forum

March 21 Attendance at the Buy Black Empowerment Initiative

March 22 Mobile Vendor focus group at the Plaza Library

March 27 Presentation to FCC Gigabit Challenge Workshop in Washington, D.C.

March 29 Site visit to Connecting 4 Good Digital Literacy Education Center and co-working space

In the SPOTLIGHT



KCBizCare celebrates the success of a customer we started working with in February 2012. Shenita McAfee is the owner and executive chef of Magnolia's Contemporary Southern Bistro, 2932 Cherry. After a year in business, Magnolia's is one of four finalists for the Kansas City Economic Development Corporation's Cornerstone Award. This award recognizes local businesses making contributions to Kansas City through their investment, hiring and improvements to neighborhoods.

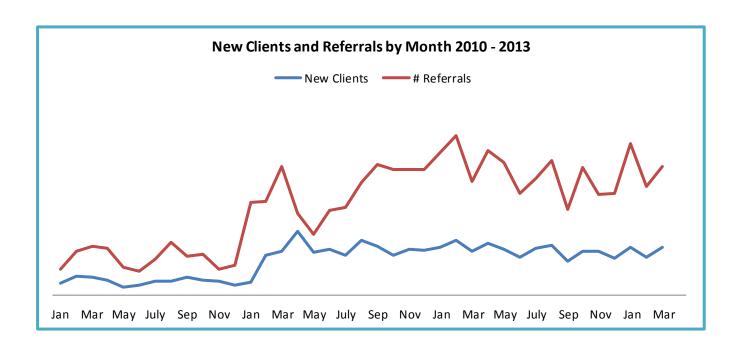
http://www.magnoliaskc.com/

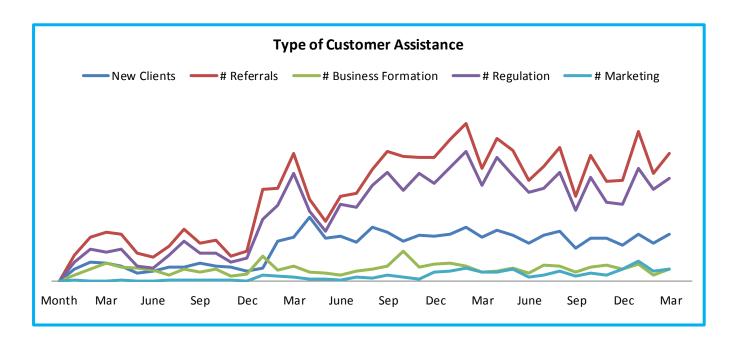
Networking Contacts	March 2013
Entity	Date
MainCor Redevelopment	3/6/2013
Metropolitan Energy Center	3/8/2013
MCC - Penn Valley Community College	3/13/2013
Connecting for Good	3/14/2013
Urban Summit	3/15/2013
Buy Black Empowerment Initiative	3/21/2013
Greater Kansas City Chamber of Commerce	3/26/2013

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
October	160	65	40.6%	52	32.5%
November	160	45	28.1%	41	25.6%
December	134	52	38.8%	31	23.1%
January	175	79	45.1%	65	37.1%
February	141	72	51.1%	48	34.0%
March	175	62	35.4%	65	37.1%
	3324	1228	36.9%	1086	32.7%

Referrals to City, State, Federal Departments & Resour	ce Partners - March 2013	# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Earnings Tax	Regulatory	2
Finance - Business Licensing	Regulatory	130
General Services - Procurement	Business Formation	1
Health - Air Quality	Regulatory	1
Health - Food Protection	Regulatory	5
Human Relations - M/WBE Program	Business Formation	1
Human Relations - Small Business Division	Business Formation	2
Planning & Development - Building Codes	Regulatory	5
Planning & Development - Development Management	Regulatory	4
Planning & Development - Home-based Business, IB # 117	Regulatory	65
Planning & Development - Permits Division	Regulatory	9
Planning & Development - Zoning Clearance	Regulatory	134

Referrals to City, State, Federal Departments & Resource Partners - March 2013							
Entity	Type of Referral	Referrals					
State Departments							
Missouri Dept of Revenue	Regulatory	8					
Missouri Secretary of State	Regulatory	12					
Federal Departments & Agencies							
IRS Small Business & Taxpayer Information	Regulatory	6					
Occupational Safety and Health Administration	Regulatory	1					
US Copyright Office	Business Formation	3					
Resource Partners							
Buy Black Empowerment Initiative	Business Formation/Marketing	2					
EDC Loan Corporation	Business Formation	1					
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	10					
Farm to able Kitchen - City Market	Business Formation	1					
H & R Bloch Business & Career Center, Central Library	Business Formation/Marketing	1					
Hispanic Chamber of Commerce of Greater Kansas City	Business Formation/Marketing	3					
Hispanic Economic Development Corporation	Business Formation	4					
Independence Regional Ennovation Center	Business Formation/Marketing	1					
Internet Webpage	Business Formation	4					
Justine Petersen Micro-lending Program	Business Formation	9					
Kansas Small Business Development Center	Business Formation	1					
Kauffman Foundation	Business Formation/Marketing	2					
KCSourceLink	Business Formation/Marketing	10					
MCC - Penn Valley Community College	Business Formation	1					
Midwest Center for Nonprofit Leadership	Business Formation	1					
Missouri Small Business & Technology Center	Business Formation	1					
Northeast Kansas City Chamber of Commerce	Business Formation/Marketing	3					
Northland Neighborhoods, Inc.	Business Formation/Marketing	1					
SCORE of Kansas City	Business Formation	3					
Southtown Brookside Waldo Council	Business Formation/Marketing	3					
The Freelance Exchange of Kansas City	Business Formation/Marketing	2					
Thinking Bigger Guide	Business Formation/Marketing	17					
UMKC Small Business & Technology Development Center	Business Formation	1					
Urban League	Business Formation	1					
Total Referrals:		472					





Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients Jan 2011 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients Jan 2012 - Dec 2012	3156	3357	3518	3707	3876	4016	4188	4370	4493	4653	4813	4947
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of referrals	524	586	419	531	486	374	427	496	314	468	371	374
Number assisted with business formation	66	57	33	38	49	29	60	56	33	53	58	46
Number assisted with regulatory/licensing	421	483	354	459	394	329	346	402	263	386	292	284
Number assisted with marketing	37	47	32	34	43	16	21	38	18	29	21	44
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	4	20	18	8	11	16	7	11	7	8	14	7

Active Clients Jan 2013 - Dec 2013	5122	5263	5438
Month of 2013	Jan	Feb	Mar
Number of referrals	556	400	472
Number assisted with business formation	63	23	45
Number assisted with regulatory/licensing	420	339	382
Number assisted with marketing	73	38	45
% of walk-ins assisted within 10 minutes	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%
Number of networking events	10	10	7